

J S Briggs (9)
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Pub Co

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI. NEW YORK, SEPTEMBER 5, 1894.

No. 10.

✓ Check ✓
✓ Your Ads. ✓

Or Key them and you will find that no paper on your list brings as satisfactory **results** as does

The Semi-Weekly Republic.

The reason is easily understood. It goes into an average of **128,360** homes twice each week and is read by thrifty people with plethoric purses, so that its influence in this particular field is exceptionally strong.

All recognized authorities rate the circulation of both the Daily and Semi-Weekly

St. Louis Republic

larger than the circulation of any other St. Louis newspaper.

RATES QUICKLY FURNISHED BY

THE REPUBLIC, ST. LOUIS, MO.

Or at New York Office, 146 Times Building.



ATLANTIC COAST LISTS

Crops Produce Money

Never in its history has the South produced such large crops as this year. The aggregate of Cotton and Corn far exceeds any previous record.

This is particularly fortunate, as the drought in the West has caused its corn crop to be the smallest, with the single exception of 1887, in thirteen years.

Quoting the General Manager of one of the largest Western Railroads: "It is getting to be not so much a question of how stock is to be fed as how the people are to be supported until the next harvest."

As the Corn Crop of the South fully equals in value its immense Cotton Crop, there need be no fear of the world going hungry.

The South has plenty of Corn and Cotton for sale—and its people will have plenty of money.

While the West will be poor the coming year the South will be prosperous.

The four Southern divisions of the Atlantic Coast Lists reach these people.

ONE ORDER AND ONE ELECTROTYPE DOES IT.

Catalogue and estimate upon application.

ATLANTIC COAST LISTS.



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HALM

134 LEONARD STR. NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29 1893.

Vol. XI.

NEW YORK, SEPTEMBER 5, 1894.

No. 10.

WISCONSIN.

The short essays on how to advertise in a State, now appearing weekly in **PRINTERS' INK**, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population 1,686,880. Issues 551 newspapers, 49 daily. Area, 54,450 square miles. Inhabitants to the square mile, 30.1.

The cities and towns having more than 10,000 inhabitants are:

Milwaukee.....	204,468
West Superior.....	30,000
La Crosse.....	25,090
Oshkosh.....	22,836
Racine.....	21,014
Eau Claire.....	17,415
Sheboygan.....	16,359
Madison.....	13,426
Fond du Lac.....	12,024
Superior.....	11,983
Appleton.....	11,869
Marinette.....	11,523
Janesville.....	10,836

The following is a complete list of Wisconsin papers accorded over 1,000 circulation. Circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.

Milwaukee...	Evening Wisconsin...	17,500
	Sentinel.....	17,500
	Journal.....	15,000*
	News.....	7,500
	Abend Post.....	6,792*
	Germania.....	4,000
	Herold.....	4,000
Oshkosh.....	Northwestern.....	3,444*
Eau Claire.....	Leader.....	2,250
Milwaukee...	Der Seebote.....	2,250
	Kuryer Polski.....	2,250
	Wis. Vorwaerts and Milwaukeeer Volks Zeitung.....	2,250
Racine.....	Journal.....	2,250
West Superior.....	Evening Telegram...	2,250
Ashland.....	Press.....	1,375*

SEMI-WEEKLIES.

Milwaukee...	Germania.....	40,000
	Deutsche Warte.....	17,500
	Herold.....	17,500
	Der Seebote.....	4,000
	Wis. Banner und Volksfreund.....	2,250

WEEKLIES.

Milwaukee...	Der Haus und Bauernfreund.....	75,000
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Milwaukee....	Sentinel and Wis. Farm Journal.....	20,000
	Wisconsin.....	20,000
	Journal.....	18,000*
	Acker.....	17,500
	Erholungstunden.....	17,500
	Sunday Sentinel.....	17,500
Fort Atkinson..	Hoard's Dairyman...	12,500
Milwaukee...	Catholic Citizen.....	9,200*
	Nordwestliche Post...	7,500
	Peck's Sun.....	7,500
	Sunday Herold.....	7,500
	Telegraph.....	7,500
	Venowine's Ill. News.	7,500
	Excelsior.....	5,303*
Appleton.....	Volksfreund.....	5,250*
Milwaukee...	Amerikanische Turn Zeitung.....	4,594*
Eau Claire.....	Leader.....	4,000
Madison.....	Northwestern Mail...	4,000
	Wisconsin Farmer...	4,000
Milwaukee...	Columbia.....	4,000
	Domacnost.....	4,000*
	Sonntag's Journal...	4,000
Racine.....	Slavie.....	4,000
Stoughton.....	Normannen.....	4,000
Appleton.....	Gegenwart.....	3,300*
Eau Claire.....	Reform.....	3,200*
Neenah.....	Danskeren.....	2,500*
Waukesha.....	Freeman.....	2,496*
Milwaukee...	Freidenker.....	2,324*
Oshkosh.....	Signal.....	2,316*
Sheboygan.....	Zeitung.....	2,300*
Fond du Lac...	Commonwealth.....	2,250
	Nordwestliche Cour...	2,250
	Saturday Reporter...	2,250
Janesville....	Gazette.....	2,250
La Crosse.....	Boycott's News Bud't.	2,250
Madison.....	Democrat.....	2,250
Milwaukee...	Die Wahrheit.....	2,250
	Journal und Herold..	2,250
	Jugend-Post.....	2,250
	Telephon.....	2,250
	Vorwaerts.....	2,250
Oshkosh.....	Sunday Times.....	2,250
Racine.....	Utley's Dollar W'k'y.	2,250
Viroqua.....	Censor.....	2,184*
Dodgeville....	Chronicle.....	2,079*
Sheboygan...	Herald.....	1,824*
Platteville....	Winness.....	1,800*
Sheboygan...	News.....	1,620*
Monroe.....	Sentinel.....	1,500*
Marinette.....	Eagle.....	1,450*
Stevens Point..	Gazette.....	1,450*
Monroe.....	County Journal.....	1,440*
La Crosse.....	Patriot.....	1,255*
Baraboo.....	Democrat.....	1,200*
Menomonie....	Dunn Co. News.....	1,104*
La Crosse.....	Voice of the People..	1,100*
West Superior..	Inland Ocean.....	1,100*
Portage.....	State Register.....	1,056*

SEMI-MONTHLIES.

Racine.....	Wis. Agriculturist...	20,000
Milwaukee...	Der Landwirth.....	7,500
	Die Deutsche Ameri- kanische Ge- werbe und Indus- trie Zeitung: Fort- schritt der Zeit.....	4,000

MONTHLIES.	
Milwaukee....	Am. School Board
	Journal..... 43,000*
	Advocate..... 7,500*
Linden.....	Adviser..... 5,030*
Milwaukee....	Western Teacher..... 5,000*
	Masonic Tidings..... 2,800*
Wausau.....	Der Gefuegel-
	Zuechter..... 2,388*
Madison.....	Wis. Journal of Edu-
	cation and Mid-
	land School Jour.... 2,250
Milwaukee....	United States Miller.. 2,250
Madison.....	Motor..... 1,714*
Milwaukee....	Pneumatic..... 1,500*
Janesville....	Wis. Druggists' Ex... 1,208*
BI-MONTHLY.	
Weyauwega....	American Med. and
	Legal Ex. Bulletin.. 1,000*
QUARTERLY.	
Milwaukee....	Living Church Quar... 4,000

Milwaukee has the leading and the best newspapers. There are only four outside this city credited with as much as 5,000 circulation. The *Evening Wisconsin*, and the *Sentinel* command first attention and the *Journal* follows them very close. For State circulation, also, these papers with their weekly editions are of importance.

Wisconsin ranks high in agriculture. In hop culture it is second only to New York. Tracts once regarded as inarable have become very productive in the hands of the Scandinavian and German population, which combined numbers fully 300,000. There is also a large number of busy manufacturing towns, and the mineral products of the State, chiefly iron, lead, zinc and sandstone, are valued at more than \$10,000,000 annually.

Editor of PRINTERS' INK :

Wisconsin is a large State. It embraces 54,500 square miles area and it extends from north to south 300 miles; from east to west 270 miles. Naturally its interests are varied and very different in localities, and the advertiser must study it in parts rather than as a whole.

In the southern and western parts and along the Lake Michigan shore farming predominates and is well developed, creating a prosperous class of people and a desirable field for trade. In the south and southeastern parts are several important and growing industrial railroad centers. Milwaukee, the metropolis of the State, on Lake Michigan, is a wealthy and prosperous shipping port and manufacturing center.

The whole northern part is predominated by the lumber industry, which furnishes great wealth and large activity to all the new and growing cities in this section. Large iron mining interests are operated in the Lake Superior counties. On Lake Superior are two important ports: Ashland and Superior. Superior in shipping, population and business ranks second in the State.

The State has a large foreign population, including some of its most prominent and thrifty citizens. The German population predominates in the southern part of the State and about Milwaukee. The Scandinavian

element is very large in the northern and central part of the State. The German population is best reached through the several recognized German publications of Milwaukee, which have a large circulation. There are a number of local Scandinavian papers but none of very large circulation.

The Scandinavians are largely Republican, and are generally intelligent readers of the Republican press. In the northern part of the State the Republican press predominates.

The metropolitan press invades the State on two sides and is widely extended in its reach, although not sufficient in general circulation to be of proportionable value to the advertiser to the east. From Chicago the papers circulate over the State pretty generally, only thinly.

The country press is best handled by counties. An intelligent advertiser can readily select from Rowell's the best medium to reach any particular county; usually it is the paper of the county seat and generally the circulation of the country weekly is mainly in the county in which it is published.

I have found it convenient and certain to group the advertising mediums of the State into localities, which center around the principal cities. From Milwaukee (275,000 population) a pretty wide swath can be covered. The *Evening Wisconsin* and *Morning Sentinel* have fine city circulations and a large outside circulation. Their influence extends as far west as the Mississippi and north to the central part of the State.

Madison (12,000 pop.) publishes two good papers; the *State Journal* and the *Democrat*, which circulate in a rich farming country.

The Janesville (15,000 pop.) dailies cover a good field and cover it well.

The La Crosse (26,000 pop.) publications have considerable influence in the two tiers of counties lying along the Mississippi.

The Oshkosh (25,000 pop.) papers have always given satisfactory results. The *Northwestern* is among the best papers in the State. They have considerable circulation in adjoining counties.

The Green Bay and De Pere papers cover a good territory, lying about the mouth of the Fox river, and have a good list of subscribers.

The Eau Claire (10,000 pop.) and Chippewa Falls (8,000 pop.) papers do not circulate much outside of their respective cities. The Minneapolis and St. Paul papers get here.

The Superior (35,000 pop.) papers are removed from the direct competition of any metropolitan paper. Superior is a coming newspaper center. The *Morning Leader* has a fair city list. The *Evening Telegram* has the best list by far, being an afternoon daily in a manufacturing town. It has a considerable circulation in nearly all of the lumbering and mining towns within a radius of 100 miles, reaching to Ashland east, and the Messaba and Vermillion ranges on the north.

The Ashland (12,000 pop.) dailies cover better than anything else the city of Ashland and immediate vicinity.

WYOMING.

The short essays on how to advertise in a State, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 60,705. Issues 37 newspapers, 5 daily. Area, 97,575 square

miles. Inhabitants to the square mile, 0.62.

The cities and towns having more than 5,000 population are:

Cheyenne.....	11,690
Laramie.....	6,388

The following is a complete list of Wyoming papers having over 1,000 circulation:

DAILIES.	
Cheyenne..Leader.....	1,202*
WEEKLIES.	
Cheyenne..Northwestern Live	
Stock Journal.....	2,250

Coal mining and cattle and sheep raising are the leading industries of the State.

GOOD ADVICE TO PUBLISHERS.

Tell the exact truth as to circulation, for upon the number of copies delivered or mailed to patrons, as a rule, depends the value of the space. No publisher can afford to indulge in misrepresentation or positive falsehood. He may deceive many people for a season, but he "cannot fool all the people all the time." The end of the "circulation liar" ought not to be, and probably is not, different from that of the common every-day violator of the commandment. It is affirmed, I do not know with how much truth, that it is difficult to obtain a correct statement of the circulation of a newspaper; but I am inclined to believe there is more imagination than fact in this assumption. I cannot conceive of any better reason for a sworn statement of circulation than that every manufacturer should attest to the purity and strength of his manufactures under oath, or that the clergyman in the sacred desk should invoke the aid of magistrates to convince his parishioners of his sincerity in presenting the tenets of his faith. For myself, I resent the imputation put upon newspaper publishers by the demand for statements under oath. An advertiser who purchases your goods has a right to know of their quantity, and to know whether or not he is receiving full weight. The law against fraud ought to obtain in advertising contracts as in the sale and purchase of any commodity in which full count or weight is an essential element in the contract. You require the paper-maker to furnish 2,000 pounds for a ton, and you are no less bound to furnish 2,000 newspapers to bona fide subscribers and patrons, if 2,000 circulation be the basis of your contract with the advertiser.—*Newspaperdom*.

THE MAN WHO GETS THERE.

To the near-sighted fellow with cobwebs across his main entrance: "There's a man just over the way with a nose for business. He's 'making a long arm' and practically raking the money right out of the pockets of people who ought to be your best customers. Who is he? Look through your local paper—there's his announcement! As plain as a pikestaff, silently but surely picking the pockets of your townspeople—but that's business.—*Winona (Minn.) Herald*."

A BACHELOR says if you hand a lady a newspaper with a paragraph cut out of it, not a line of it will be read, but every bit of interest felt in the paper will center in finding out what the missing paragraph contained.—*Ex.*

WHOLESALESHOULD ADVERTISE.

We talked with a jobber recently about the advantages of a good write-up of his business. He said: "My business is peculiar. If I were a retailer, I would go into the newspapers, but my trade is established. I have made it by close attention and hard work, and if now I admit you to my place and tell you all about it and you talk beautifully and glowingly about my house and its leaders then some fellow with money and no experience will start in and the field will be over-run, margins cut down and business ruined, because they imagine from what you say that I am doing famously in business. I must reach them by my travelers and can sell goods only that way, and the consumers will not ask for goods till through the retailer's advertising a demand is created." To us this argument was weak all the way through. If the jobber and manufacturer would advertise their goods and their business vigorously they would help educate the demand and swell the volume of consumption. This both by the traveling man and by the newspaper. The fact is, jobbers should advertise their houses. This gives them acquaintance outside their own special business. Their leading salesmen in the house and more especially on the road could be introduced to the retailers and insured a courteous and generous reception.—*National Traveler*.

FROM A TRADE CIRCULAR.

I should see that everything that went into the window drew attention to my goods. I should change the goods once a week. People like to see something new. They should learn to look into my window every time they passed, and would find every week a list of new articles for their inspection. Soon they would cease to pass and come in to buy. I should show but one line at a time, because I think this is better than crowding the window with many things, not one of which will so directly attract a customer. A trap set to catch all kinds of game catches nothing. One week the carpenter should find as complete a line of his tools as I could show, with the smaller articles arranged in geometrical designs, and the best goods and novelties well to the fore. The next week, perhaps, pocket cutlery, razors and revolvers would be tastily arranged, then farming tools, or cricket and tennis goods, or something else—and all in season. The carpenter might not be interested in hoes and rakes; the boys might not care a rap for the show of cooking utensils or lamp stoves, nor the matron give a second glance at the revolvers, but they would all remember the goods that did interest them and the shop where they were shown.—*Stoves and Hardware*.

SCHEME ADVERTISING IN ENGLAND.

Enterprise in advertising has almost become a fine art in the present day. Novelties are not only numerous but frequently unique. A Birmingham chemist recently, with his family, attended a picnic, and after the knife and fork tea, which formed part of the programme, he distributed among the company a number of sweetmeats, all of which bore an advertisement referring to his specialties, and later during the concert which followed his daughter sang a song the words of which set forth the advantages which could be derived from the use of certain pills, the frequent application of a well known plaster or daily doses of some one's tonic. Such enterprise, if somewhat "shoppy," certainly merits reward for its ingenuity.—*Birmingham Mail*.

READY-MADE STORIES.

Below will be found another batch of six-dollar-per-dozen "jokes." We regret to find they manifest so slight a tendency to improve in quality. Poor as the jokes are, we observe, however, that many editors do not object to printing them in their papers as original matter, notwithstanding our earnest appeals to them to give credit for any of our half-dollar gems of wit they may copy.

The man investing capital who gets his six per cent

Is commonly content to let it stay;
But once he puts his money into advertising space

He growls unless it doubles ev'ry day.

Fosdick—Gasket got his last article into the *Century* without any trouble.

Adlet—You don't say.

Fosdick—Yes, and it really is a useful invention. It has a first-class position in the advertising pages.

Grymes—Did you see my picture in the paper this morning?

Ukerdek—Why, no. I didn't even know you had been sick.

"To what do you attribute the curative properties of your springs?" asked a visitor at a health resort.

"Well," answered the proprietor as he thoughtfully chewed a toothpick, "I guess the advertising I've done has had something to do with it."

Mamie—I didn't see you at the school commencement yesterday.

Susie—No, I couldn't go.

Mamie—You missed a treat; Bob Jones recited "Cottolene's Defiance" most beautifully.

Gazzam—Any hopes of old Spaceget's recovery?

Hazzam—No, perfectly hopeless. He insists on contracting with the papers for the bottom of the column, next to plate matter.

A publisher's first object should be to make a good impression.

"The advertising man for Harris' hams is no good."

"What is the matter with him?"

"He made a year's contract with the *Hebrews' Journal*."

Foreman—How many times does this advertisement, "Wife Wanted," go?

Manager—It runs t. f. The advertiser is a Mormon.

Dying Editor—My dear, when I am gone please have this epitaph carved on my monument: "We are here to stay."

Weeping Wife—Yes, dear.

Dying Editor—And be sure that it is put at the top of the column.

A.—No, I do not believe in advertising. The merchant who never advertises looks as prosperous as the one who uses printer's ink. What's the difference?

B.—Looks are deceitful. The difference varies from \$5,000 to \$25,000 in the yearly profits.

"They're not to wear four-in-hand neckties next season," said an intelligent dude to a slow-going mercantile man.

"What then?" asked he.

"Adver-tise!" retorted the dude, as he fled.

A Corry (Pa.) grocer, a deacon in the church, recently thought to combine church patriotism with business, and advertised: "The windows of the Methodist Church need washing. Use Blank's soap." Since the intelligent printer set it up "widows" that grocer has been busy attending to replies to his ad.

Editor (with great dignity)—No, sir; I will not accept professional treatment in payment for advertising.

Whiskers, M. D.—But I can see at a glance that your blood does not circulate properly.

Editor (sighing)—It is not the circulation of my blood that troubles me. It is the circulation of my paper.

"Are you the man who advertised for a loan of \$250, promising \$500 for the accommodation?"

"Yes. Have you got the required \$250?"

"Yes, sir," briskly. "In a moment, sir. Give me the \$300, please."

THE PRACTICAL AD SMITH.



The high falutin' expert builds ads on his reputation, and never guarantees their value. I build ads on a composing stone and furnish proofs.

THEY OUGHT TO BE SUPPRESSED.

The arrest of a couple of advertising agents of a labor union, upon a charge of blackmailing merchants, brings to notice a practice from which many shopkeepers suffer. Such agents are constantly going to stores and factories for the purpose of extortion. They say that the union or the assembly is getting out a handbook, or a souvenir, or a list of their business friends, and demand an advertisement for it. They threaten to blacklist or boycott the dealers who refuse to accede to their demands, and they are in some cases able to carry out their threats to some extent. We know of a case in which the blackmailing agent of a union was thus able to get over \$1,000 worth of advertisements, and to get the money for them, too, though probably not one of the advertisers ever realized the slightest advantage from his advertisement.—*New York Sun*.

UNBELOVED AND UNREGRETTED.

The London newspapers used to make a distinction between a simple notice of a death, for which they charged five shillings, and a brief obituary, for which they demanded seven and six-pence. One day Dr. Thomas Hume called at the office of a morning journal and silently placed upon the counter the announcement of the death of a friend, together with five shillings. The clerk glanced at the paper, tossed it one side, and said, gruffly: "Seven and six!" "I have frequently," answered Hume, "had occasion to publish these simple notices, and I have never before been charged more than five shillings." "Simple!" repeated the clerk, without looking up, "there's an added line, 'universally beloved and deeply regretted!' isn't there? Seven and six." Hume produced the additional half-crown and laid it deliberately by the others, observing in his most solemn tone, "Congratulate yourself, sir, this is an expense which your executors will never be put to."—*Exchange.*

EMPLOYMENT OF PRESS AGENTS.

The policy of employing men specially to prepare interesting items for the press has commended itself, and the church imitates the theater in this respect. Undoubtedly the best work in this line is that done by the Young People's Society of Christian Endeavor in this city, whose representative is indefatigable in assisting the reporters sent to "write up" important meetings. But the latest novelty is being tried at Cornell. The president's secretary sends the leading papers of the country an occasional Cornell letter, which gives the latest news from that institution. Now let Harvard and Yale, Dartmouth and Amherst, Tech and Tufts follow this example and get press agents, too.—*Boston Journal.*

IT ADVERTISES THE TOWN.

The man who hopes to have his town obtain permanent prosperity will patronize his home paper. That paper is generally accepted as reflecting the character of the town. Enterprising people cannot afford to be misrepresented by a sheet that is an aggregation of typographical errors and dead medicine ads. The paper that is well supplied with fresh local advertising will very readily improve its columns of reading matter. A good local newspaper is the best advertisement that a town may have. The community that keeps its editor well fed will find that the investment is better than government bonds.—*Omaha World-Herald.*

ADVERTISING WHICH DOES NOT ADVERTISE.

There are some people who make a practice of sending job lots of circulars, stamped but not addressed, to postmasters about the country, with the request that the postmaster write on them the addresses of certain classes of people. Sometimes these firms offer to pay the P. M. for his trouble, but more often they content themselves with a "thank you." And that is about all the service rendered is really worth, for the circulars, stamps and all, usually go into the waste paper heap, and not in one case in a hundred does the advertising matter reach the people it is intended for.

The moral of all this is: "Advertise in the newspapers, or if you must use circulars pay somebody for a list of names of people who will want to buy your goods."—*Bay City (Mich.) Times-Press.*

NO IDEAS OF THEIR OWN.

The dress-shield firm in Brooklyn that uses the "Fair and Square" for its signs in the cars may be legally safe but is morally culpable.—*Hebrew Standard.*

PRINTERS' INK has received from Mr. W. H. Kinsey, secretary of the Grand Rapids Board of Trade, a beautiful souvenir publication issued by that body in the interests of the leading industries of that city.

LOCAL newspapers in foreign tongues give curious hints of life in the foreign colonies of this town and its suburbs. A French newspaper publishes an advertisement from a Brooklyn Frenchman who seeks correspondence with a view to matrimony with a young person who would like to enter into the business of raising chickens by the incubator process.—*New York Sun.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

SUNBEAMS, FOR THE LITTLE FOLKS.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

SMALL half-tone cuts. Send proofs and prices. DUFORT No. Elm St., Westfield, Mass.

EXPERIENCED man to solicit newspapers for printing. N. Y. N. U., 131 Leonard St. N. Y.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

A PUBLISHER wishes to buy for cash a first-class magazine or newspaper. Address "E., " Box 569, New York.

SOBER and reliable all-round printer and newspaperman wants work. Country preferred. Box 310, Storm Lake, Iowa.

I WANT 10,000 mailing tubes, 2 1/2 inches long. Send sample and quote price laid down here. FRED L. KIMBALL, Waterloo, Iowa.

AUSTRALIAN ballot signatures, fac-similes, engraved promptly and at low prices. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 227 Broadway, New York.

WE want illustrated pamphlet or circular of readable matter for general merchandise business, for distribution through country. Address S. L. & CO., care Printers' Ink.

WANTED—To purchase or lease for term of years, agricultural or trade paper in Central States. What offers? "AGRI," Printers' Ink.

WANTED—Position with paper by young man, experienced as manager, accountant, buyer and collector. Country preferred. All references. Address J. C. PRATT, Montclair, N. J.

WANTED—Experienced subscription and advertising solicitor for a weekly (Rep.) of established reputation. Salary and traveling expenses. Address "D. H.," Printers' Ink.

"SMALL TALK ABOUT BUSINESS!"

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

WANTED—A country weekly printing office of about \$5,000, preferably in Ontario or New York, to trade for \$5,000 worth of San Jose building lots, just outside city limits and 1 1/4 miles from post office. No California city has better prospects than San Jose. Give particulars. A. E. POWER, care of R. Napier, Blue Island, Ill.

WANTED—Educated gentleman, large experience in newspaper work, daily and weekly; thorough in business and advertising department, will take editorial and business management of first-class Republican or Independent weekly. High grade qualifications proven by past record. All correspondence answered. Address "A. D. 27," care Printers' Ink.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

OLD newspaper man, who has always made everything that he touched pay, wants to get back to country newspaper work. Will take hold on pure commission and buy an interest if mutually satisfactory. Advertiser is a printer, a fairly good writer. Can do anything required by country printing office. Town of about 10,000 would suit. Best references. FAISLEY, 1434 Michigan Ave., Chicago, Ill.

I THINK I have the best dyspepsia cure in the world. I know it will absolutely remove any stomach trouble, except cancer, in nine cases out of ten. I have not the capital to advertise it. I want to interest capitalists who have dyspepsia or indigestion. I want to first cure them and then get them to take an interest in my remedy. I am in dead earnest. Don't write me unless you have dyspepsia and mean business. "B. B.," care Printers' Ink.

IF you want an illustrated advertisement; an effective, artistic catalogue cover; a striking street car card; a correct and characteristic letter or bill head, write to me about it. I have one of the best pen and ink artists in the country. I think of the advertising features he thinks of the art. Between us we do good work. Send me your ideas for enlargement—three heads are better than one. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

ADVERTISING SOLICITORS, printers and publishers, for years *Ideal Masterpieces* has been the finest illustrated advertising sheet on the market. The 1894 edition is no exception. Newspaper publishers will find it an elegant sheet to use as a Christmas supplement, and merchants and advertising agents for fall and holiday trade. We sell to but one party in a place. Send stamp for sample copy and prices. GRIFFITH, AXTELL & CADY CO., embossers, Holyoke, Mass.

AN experience of 17 years in the business office of a weekly of world-wide reputation, with 150,000 circulation, ought to be worth something. Advertisers may now have the benefit of this experience at merely nominal cost. If you will send me a printed slip of your ad I will return it at once with such comments and criticism as will probably enable you to improve its effectiveness. For this my charges are reasonable, viz.: Nothing for the first ad; two dollars each for subsequent ads, if they do not exceed the space of a page of the *Century* or *Harpers*; five dollars each for larger ads. WM. KOHN, 2115 West Norris St., Philadelphia, Pa.

MY price per 1,000: Letter headings, \$3; note headings, \$1.20; bill headings, \$1.60; circulars, \$3x11, \$2.30; \$3x2 1/2, \$1.40; \$3x2 1/2, 60c., if in lots not less than 5,000. Express prepaid. Send for particulars. ALBERT B. KING, 27 William St., New York.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

NAMES for advertisers. A copy of St. Johns City Directory will be mailed to any address, postpaid, for 75c. THE NEWS, St. Johns, Michigan.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 113 Dearborn St., Chicago, Ill.

TO LET.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

ADVERTISING space in ST. NICHOLAS.

GOOD HOUSEKEEPING. Space.

H. F. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.

H. F. HUBBARD, Mgr., 38 Times Bldg., N. Y.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x30. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. F. ROWELL & CO.

PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 143 Worth St., New York.

SEWING machines half price to publishers. Lists free. A. M. MACHINE CO., Chicago, Ill.

USEFUL, low-priced household novelties; best premiums; large variety; will exchange for space. Box 1539, Boston.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 245 Wabash Ave., Chicago, Ill.

MISCELLANEOUS.

ST. NICHOLAS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SUNBEAMS, FOR THE LITTLE FOLKS.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VAN BIBBER'S
Printers' Rollers.

SEND cabinet photograph and 50c. and receive
12 miniature photos. G. FAIRFIELD, Wind
Gap, Pa.

ADVERTISING NOVELTIES.

DODD of Boston may help you.

SUNBEAMS, FOR THE LITTLE FOLKS.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty
advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty
advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty
advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty
advertisers. None others taken.

SEWING machines will boom your circulation.
Write for particulars and prices. FAVORITE
MFG CO., 543 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to
the stately "Grandfather." Special designs
made to order. H. D. FHELPS, Ansonia, Conn.

BETTER than typewritten letters—100,000 fac-
simile letters, size 5 1/2x2 1/2, printed in your
own handwriting, on well-finished paper, \$35.
LONDON PTO. CO., Columbus, Ohio.

FOR the purpose of inviting announcements
of Advertising Novelties, likely to benefit
reader as well as advertiser, 4 lines will be in-
serted under this head once for one dollar.

ELECTROTYPES.

A SHORT cut to trade. Dodd's. Boston.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

AFTER you have received prices from every
one else write me, telling just what you de-
sire, and see how much money I will save you.
E. T. KEYSER, 15 Beckman St., N. Y.

GET manufacturers' prices, wood or metal.
Our patent metal base is the best on the
market. Large facilities; superior work. WM.
T. BARNUM & CO., New Haven, Conn.

PAY \$1.50 and get our best half-tone portrait.
All kinds of cuts at prices as surprising.
Write us your wants. CHICAGO PHOTO EN-
GRAVING CO., 185 Madison St., Chicago.

THE best ad can be spoiled by a poor printer.
We display ads so they will catch the eye,
and also furnish electros. Address WM. JOHN-
STON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing
sure—you can't make your own cuts.
Think of us: \$1.50 for best half-tone cut; prices
like that and work the best. CHICAGO PHOTO
ENGRAVING CO., 185 Madison St., Chicago.

CELLULOTYPE is preferred by advertisers be-
cause it is 10 per cent cheaper than other
wood or metal base cuts; it is so light for mailing
purposes you save the cost of cut. Prints on
wood as well as a special cut die. Cellotypes
and cellulotype machinery manufactured by the
J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

SPECIAL WRITING.

DON'T be afraid of my "ed. copy." It's all
right. Helps circulation and advertise-
ments. G. T. HAMMOND, Newport, R. I.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B.
DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven.
WOMAN'S WORK, Athens, Ga.

MAILING lists Chicago printers, binders, Hib-
nographers. Send for circulars. BEN
FRANKLIN CO., 232 Irving Ave., Chicago.

BEST Democratic county seat paper in South-
ern Wisconsin for \$3,200, half cash N. W.
NEWSPAPER BROKERS' AG'T, Dodgeville, Wis.

HANDSOME illustrations and initials for mag-
azines, weeklies and general printing, 5c.
per inch. Sample pages of cuts free. AMERI-
CAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—One-fourth or one-half interest in
a morning newspaper in a live, progressive
town. Only morning daily. Owns Associated
Press franchise, and is making money. A rare
opportunity for good newspaper man. For par-
ticulars address "A. B. C.," P. O. Box 334, Dallas,
Texas.

A MONEY-MAKING trade paper for sale at a
sacrifice. Will pay for itself in one year.
Only one of its class in large section. Must be
sold. A good man with little money can get a
rare bargain. For full particulars, sample copy,
terms, etc., address TRADE PAPER, care Print-
ers' Ink.

ADVERTISING AGENCIES.

DODD is right.

DODD of Boston.

DODD'S, of course.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL indorse ST. NICHOLAS.

SUNBEAMS, FOR THE LITTLE FOLKS.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

GEO. S. KRANTZ, special advertising agent for
N. Y. dailies. 102 W. 14th St., N. Y.

25 YEARS' experience in newspaper advertis-
ing. GEO. W. PLACE, 52 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$9 rate.
FLETCHER ADV. AGENCY, Cleveland, O.

THE INTER-STATE ADVERTISING AGENCY,
Kansas City, Mo., offers general advertisers
a good service on reasonable terms for Western
publications. We prove our work. If you wish
to enter this field, write to us.

If you wish to advertise anything anywhere
at any time, write to the GEO. P. ROWELL
ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency,
WILLIAM HICKS, proprietor.
132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV.
AGENCY, 112-114 Dearborn St., Chicago, Ill.,
Temple Court, New York. Established 1880. Es-
timates cheerfully furnished.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

BILLPOSTING AND DISTRIBUTING.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor, 1531 Franklin Ave., St. Louis, Mo.

KARL C. MINER circularizes Rennselaer Co. Write to him about it. Hoosick Falls, N. Y.

ADVERTISING MEDIA.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 323 W. 51st St., N. Y.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE OPTICIAN AND JEWELER, 98 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 32,336. CANADA READY PRINT CO., Hamilton, Ont.

35 LEADING dailies in 35 cities. One inch one month in all for \$150. Send for list. O. L. MOSES, 123 Nassau St., N. Y.

BIG results; 5,000 agents and mail buyers monthly. See a line. Are you in it? AMERICAN HOME JOURNAL, Easton, Pa.

ADVERTISERS—Only 10 cents per line; circulation 30,000. Best medium on earth. CRIFE'S COMMERCIAL REPORTER, Marion, Ind.

ADVS. placed in each of 140 local weeklies; 75c. a line a week. Only one electrotype needed. UNION CO., 15 Vandewater St., N. Y.

BE INDEPENDENT. Own your own newspaper. Best estimates to PICTORIAL WEEKLIES CO., 15 & 30 Rose St., New York City.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 235 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

"YOUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

FRATERNITY PAPERS—I am special agent for all the official and lending papers of the various fraternal orders. One inch, one time, in 15 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

BECAUSE the Democratic party has gone mad there is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 18 & 20 Rose St., N. Y.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT composition, comment and criticism. An 80-page pamphlet, giving 68 designs for setting one advertisement, list of competitors, report of judges of award in competition, and letters referring to contest. Better than "90 Ideas" book. By mail, 25 cents. Address INLAND PRINTER CO., 212-214 Monroe St., Chicago.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. F. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ELECTROTYPE CABINETS. Advertisers use them to store cuts. Dust-tight and vermin-proof. Various sizes. Price lists supplied. HEBER WELLS, 127 William St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

DODD illustrates ads. His methods illustrate good advertising. Boston.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DRAWINGS and designs for advertising and illustrations. E. LUTZ, 229 E. 14th St., N. Y.

IF you want an illustrated advertisement; an effective, artistic catalogue cover; a striking street car card; a correct and characteristic letter or bill head, write to me about it. I have one of the best pen and ink artists in the country. I think of the advertising features—he thinks of the art. Between us we do good work. Send me your ideas for enlargement—three heads are better than one. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

MY sister suggested that, being an artist, I ought to notify the public that I illustrate ideas and advertisements. I furnish pictorial work of every character, including newspaper cartoons. "You furnish the words, I furnish the pictures." My sister says this letter from the editor of the Chicago Herald about the illustrated "Ad Suggester" I got up for Nelson Chessman & Co. ought to give me all the work I can do: CHICAGO, May 22, 1894.

James Hannerty, Esq.:

DEAR SIR—The little volume you sent me is very interesting and shows great originality. It certainly excels anything of the kind I ever saw.

Very truly yours, JAMES W. SCOTT.

Address all orders JAMES HANNERTY, No. 1127 Pine St., St. Louis, Mo.

Note—Copy of "Ad Suggester" sent free on application.

STREET CAR ADVERTISING.

DODD goes.

DODD beats the trolley. Boston.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere **GEO. W. LEWIS CO.**, Girard Bldg., Phil'a, Pa.

Big inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **JOHN BROS.**, Temple Court, N. Y.

If you want an illustrated advertisement; an effective, artistic catalogue cover; a striking street car card; a correct and characteristic letter or bill head, write to me about it. I have one of the best pen and ink artists in the country. I think of the advertising features—he thinks of the art. Between us we do good work. Send me your ideas for enlargement—three heads are better than one. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

ADVERTISEMENT CONSTRUCTORS.

DIXEY.

DODD'S ads hit.

ST. NICHOLAS.

JED SCARBORO, 154 So. 5th St., Brooklyn.

DODD makes ads right and places them right.

ADS that are read. **CHAS. A. WOOLFOLK**, 446 West Main St., Louisville, Ky.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. **D. T. MALLETT**, publisher, 78 Reade St., N. Y.

I'VE written a great deal of advertising. Most of it is good—some of it isn't. I'm willing to co-operate with you on the basis of "satisfaction or no dicker." I get good pay for good work; don't want pay for the other kind. If you'd like to stir me up address **ADAMS**, the ad man, P. O. Box 339, Chicago.

LITTLE books that say more than the ad and less than the catalogue—correspondence openers—I write them, illustrate and print them. The cost is moderate, and results have proved their worth. Send me data and all details and I'll make an estimate. I have just finished one about clothes. Two 3-cent stamps to see it. **W. W. BRETT**, 361 Broadway, N. Y.

SOME men haven't time to write ads. Some haven't the inclination. Some haven't the knack. Some can write good ads, but like to use other folks' ideas, too. My services would be valuable to all of these men. I write good retail ads for as little as \$1. I consider that a fair price. Writing on special subjects costs more. **BERT M. MOSES**, Box 283, Brooklyn, N. Y.

I WILL write 15 ads (a 3 months' service of weekly changes) for any retail business, and supply an outline cut for each ad, for \$50. This applies only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., New York.

WE have turned out more ads and better ones than any other house in the business. **WM. JOHNSTON**, Manager Printers' Ink Firm, 19 Spruce St., New York.

SCRATCHING away this week on advertising matter for a publisher, expert accountant, dyer, bookseller, nerve tonic co., wholesale druggist, optician, mailing co., dry goods house, wholesale jobber. Wonder what's next. What do you handle? Could you do more business if it was drawn to you? Let me help to draw it. My booklet for 2c. stamp. **JED SCARBORO**, 154 So. 5th St., Brooklyn, N. Y.

CLIENTS assure me that my ads help trade. They ought to, because I aim to talk business, tell the facts attractively and hit the nail on the head. They say I succeed. I write both retail and general ads, primers, circulars, catalogues, street car ads, window cards, business cards. My prices are as low as anybody's. It costs nothing to write me and learn what I can do. **WOLSTAN DIXEY**, 86 World Bldg., N. Y.

If you want an illustrated advertisement; an effective, artistic catalogue cover; a striking street car card; a correct and characteristic letter or bill head, write to me about it. I have one of the best pen and ink artists in the country. I think of the advertising features—he thinks of the art. Between us we do good work. Send me your ideas for enlargement—three heads are better than one. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

SOMETIMES I write private letters of criticism and advice on advertising. Sometimes advertising is not paying as well as it possibly might. Sometimes the advertiser is not quite satisfied and would like an honest, candid opinion on what he is doing and suggestions for the betterment of his work. Sometimes such opinions and suggestions are worth hundreds of dollars. Sometimes it is only worth \$10. I cannot imagine a case where they would be worth less than that. If you will send me a statement of your case, your idea of it, the questions you would like to have decided, and a ten dollar bill, I will send you such a letter. Consult me as you would your lawyer or your doctor. The only difference is that generally you go to them to prevent a loss; you come to me to secure a positive gain. I will endeavor to make this ten dollars the most profitable investment you have this year. If you do not get the information you want from the first letter you will be at liberty to write to me again till you have received three letters in all. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 35 cents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

HELENA WORLD covers East Arkansas like a blanket. Address **WORLD**, Helena, Ark.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT

WEEKLY TIMES: Hartford, CONN.

THE DAILY UNION.

BRIDGEPORT, CONN.

MORNING. EIGHT PAGES. ONE CENT.

Circulation, 7,900.

Best advertisers use it—they know its value.

N. Y. Office, 639 Vanderbilt Building.

O. L. MOSES, Manager.

THE DAY is the only daily that thoroughly covers New London and surrounding towns.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

REFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.
Combined circulation, **\$0,000.** 150,000 Readers.

DISTRICT OF COLUMBIA.

ALERT advertisers advertise in **KATE FIELD'S** WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

KENTUCKY.

KENTUCKY STOCK FARM, Lexington, the trotting horse breeders' Journal

MAINE.

BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

40,000 PROVED CIRCULATION for only 15c. Line. Sample copies and proof of circulation free.
"ONCE A MONTH," DETROIT, MICH.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis, Minn.
Proof on Application Pays Advertisers.

DULUTH.

Population to-day, 75,000.
The most prosperous city in the country.

THE NEWS TRIBUNE
IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative,
73 Tribune Building, N. Y. City.

MASSACHUSETTS.

40 WORDS, 6c., 50 cts.; \$1.50 for 1 mo. ESTER-PRIZE, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

DAILY GLOBE, ISSUED EVERY EVENING
FALL RIVER.
Circulation, **6,500** Copies Daily.

LARGER THAN THE COMBINED ISSUE OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW JERSEY.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

THREE trial lines 25c. in Watertown (N. Y.)
HERALD—30,000 readers.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

THE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 363,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate. S. H. MOORE & CO., New York.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

ADVERTISING IN
TEXAS SIFTINGS
PAYS

ROWELL accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 35,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

A COMPARISON

During 1903 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

"It is said that there is no better purchasing class than the readers of religious publications. They are intelligent, industrious and generally free from extravagance or dissipation."—*Printers' Ink*.

THE SILVER CROSS, the only Official Organ of the King's Daughters, reaches this class. Have you seen it? Send for sample and rates. 155 W. 23d St., New York.

REDUCED TO 10C. GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

LIFE has moved to its own building at 19 and 21 West 31st St. This building is said to be one of the finest specimens of architecture in the city of New York.

HICKORY BICYCLES

GIVEN AWAY FREE BY THE

Daily Press & Knickerbocker

AND

SUNDAY PRESS.

ALBANY'S BEST AND MOST POPULAR NEWSPAPERS.

NEARLY

FIFTEEN HUNDRED NEW SUBSCRIBERS

GAINED IN FOUR WEEKS.

READ THE PRESS for particulars.

Books Open to Advertisers!

OHIO.

MUSKINGUM FARMER for Southeastern Ohio. \$5 an inch this year. Zanesville, Ohio.

DAYTON MORNING TIMES AND EVENING NEWS are clean, reliable, family papers.

YOUNGSTOWN VINDICATOR, 7,000 daily, 5,000 weekly. Leading newspaper in Eastern Ohio.

THE AMERICAN FARMER AND FARM NEWS is guaranteed by Rowell's Newspaper Directory and **PRINTERS' INK** to have the largest circulation of any monthly in the State of Ohio, and the second largest circulation of any monthly agricultural journal in the world. The ad rate is low, and advertisers tell us that it pays them. **GEO. S. BECK**, Eastern Manager, 190 World Bldg., New York City.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

DESIRABLE READERS and a good circulation are what advertisers receive in the **CHESTER TIMES**. 30,000 well-to-do, intelligent people read the **TIMES** with their supper every day. **WALLACE & SPROUL**, Chester, Pa.

DAILY INTELLIGENCER—est. 1886.
WEEKLY INTELLIGENCER—est. 1804.

Doylestown, Pennsylvania.

Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks County.

WASHINGTON.

SEATTLE TELEGRAPH

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WISCONSIN.

5,557 COPIES average for the past six mos. in 1904. **EXCELSIOR**, Milwaukee.

RACINE EVENING TIMES, Racine, Wis. Circ'n under oath exc'ds 2,400 paid copies each issue.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

BADGER STATE GROCER, Milwaukee, reaches all grocers and general storekeepers weekly in Wisconsin.

WISCONSIN—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WYOMING.

WYOMING—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

SO. & CEN. AMERICA.

L LEADING So. American paper, **PANAMA STAR & HERALD**.

ANDREAS & CO., 51 Broad St., N. Y.

CANADA.

DOMINION OF CANADA—In its issue of September 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.



SAVE

1400

LETTERS,

1400

ELECTROS,

1400

CHECKS,

2800

STAMPS,

BY

USING

THE

LISTS

OF THE

C.

N.

U.



FALL PLANNING.

Before you begin, do some planning. Plan what you are going to spend, and where. Don't forget the West.

Every now and then we meet an advertiser who has just tried the field out here for the first time. His gentle state of surprise is pleasant. It shows us that we knew more than he did.

Of the East and the West for the general advertiser, *ceteris paribus*, the West is the best.

All experienced advertisers know this.

It is a fact that would admit of considerable unnecessary explanation, but corroboration is easier and more time saving.

The 1400 high-grade papers of the C. N. U. reach nearly five million readers of the country papers, who can be reached economically in *no other way*.

The *summer discount* may still be had upon September and October advertising.

Catalogue gives further particulars. Special estimates free.

CHICAGO NEWSPAPER UNION,

87 TO 93 SOUTH JEFFERSON ST.,

CHICAGO.

NEW YORK: 10 Spruce Street.

The Deadly Parallel.

Largest Circulation of any Paper
Published in Tipton or Howard County

12250 Mails, 10000

Largest Circulation of any
paper published in Tipton or
Howard County.

A. M. LEGG,
J. M. PATTERSON,
Editors.

THE UNION DISPATCH.

A. M. LEGG & CO., Publishers.

THE UNION DISPATCH,

Tipton and Kokomo.

A. M. LEGG & Co., Pub's.

TIPTON, Ind., Aug. 9, 1894.

Mr. Wm. Johnston
Tipton, Ind. Aug 9th 1894
Dear Sir
The traveling man representing
the house from which
we had been getting our
ink tried to make us
believe that your ink
was entirely worthless.
That we could not use
it at all—but after
trial it affords the
pleasure to say that your
ink is better than that
for which we have been
paying twice as much.
While you hold it
up to its present standard
we can count on us
for regular customers
Respectfully yours
A. M. Legg & Co.

Mr. Wm. Johnston:

DEAR SIR—The traveling man representing the house from which we had been getting our ink tried to make us believe that your ink was entirely worthless; that we could not use it at all—but after trial it affords us pleasure to say that your ink is better than that for which we have been paying twice as much. While you hold it up to its present standard you can count on us for regular customers.

Respectfully yours,

THE UNION DISPATCH.

JOB INKS—Four $\frac{1}{4}$ -pound cans, any color (with five exceptions), for One Dollar; with no exceptions for Two Dollars.

COPYING INKS—Any color, $\frac{1}{4}$ -pound cans, for Twenty-five Cents.

POSTER INKS—Any color, 5-pound cans, for One Dollar.

NEWS INK—Four Cents a Pound in 500-pound barrels.

THESE ARE THE BEST INKS EVER MADE; BUT TO GET THEM,
AT THESE PRICES, THE CASH HAS TO COME IN ADVANCE.

ADDRESS WM. JOHNSTON, Manager Printers' Ink Press,
10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

ISSUED every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

NEWSPAPER publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

BEING printed from plates, it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at five dollars a hundred.

EXCEPT by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

IF any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks,	-	18,200 copies
Last issue,	-	20,800 "

NEW YORK, SEPT. 5, 1894.

THE longest head, the longest experience and the longest staying power knocks the advertising persimmon.

LONG, windy advertisements, like three-volume novels, have gone out of fashion, because no one cares to read them.

THE purchasing class of people are generally pretty busy and busy people haven't time to read long advertisements.

WHEN a merchant begins to purchase advertising space he soon finds himself in need of additional space in his store.

IT is said that in the office of the New York *Telegram* the *Herald* is invariably referred to as "our morning edition."

IF the art of advertising is only in its infancy, it must be a rather precocious infant, in view of what it has accomplished.

A CLOTHIER who does not advertise usually carries a large stock of pants which will not bag at the knees for quite a long time.

THE advertiser who curtails his advertising expenditure too much in dull times is likely to find the dullness has come to stay.

THE list of Afro-American papers printed in a recent issue of PRINTERS' INK ought to be excellent media for advertising razors.

THE advertisements of many railroads, insurance companies and banking institutions read as though they had been ground off by machine.

IF Mr. Alfred B. Scott, of the firm of Scott & Bowne, should be the next mayor of New York, one advertiser will have secured a good position.

IN every issue of the San Diego (Cal.) *Union* a quotation from PRINTERS' INK, with proper credit attached, is printed on the margin of the outside page.

IT is perhaps not going too far to assert that nine-tenths of the worthless mediums owe their existence to inexperienced advertisers who place their own business.

WHEN the news and editorial matter is in close juxtaposition to the advertisements it is more likely to be seen by the advertising man who glances through the paper.

IT is surprising that crockery is not advertised more extensively than it is. If any potter thinks he manufactures better goods than any one else, he should let the public know about it.

THERE is no reason why a newspaper which publishes its "high water mark" circulation should object to giving advertisers a little information in regard to its circulation at low water mark.

BECAUSE limited space precludes PRINTERS' INK from giving publicity in its columns to the many nice things said of it by other journals, it does not indicate that the compliments are not thoroughly appreciated.

BY the time a poet or novelist has acquired sufficient reputation to enable him to secure good prices for the product of his pen, his powers are generally on the wane. This is not the case, however, with the "ad" writer, for by advertising he makes himself known long before he has lost the ability to do good work.

If the suffrage is ever granted to the weaker sex, a big bargain sale announcement in the papers on election day will be a blessed boon to any candidate who doesn't happen to be popular with the female voters.

AS FOUR-FIFTHS of the advertisements which appear in the papers are intended to appeal to the opposite sex, a professional ad writer should have a thorough knowledge of what is pleasing and what is displeasing to the women folks.

AS MANY people do not care to ask for anything the name of which they are uncertain how to pronounce, advertisers of articles possessing foreign-sounding names should indicate in their advertisements how the name of the article is pronounced.

It is scarcely likely that a publisher would keep the circulation of his medium a secret if he had any idea that advertisers underestimated it. Hence the refusal of a publisher to render a statement indicates that his paper possesses a smaller circulation than it is credited with having.

ITS PRINCIPAL BUSINESS.

The Wheel has the largest general circulation among cycle riders.—*The Wheel*.

Almost every wheel is good at going round.

WHAT DOES IT MEAN?

E. & W. "Oconee" E. & W.
In folded collars.
E. & W. "Nauvoo" E. & W.—Adv.

—*New York Sun*.

As Mr. Joseph J. De Long, advertising manager of the *Mayflower*, considers it requires "sand" to sign an advertising contract in hard times, he is sending advertisers envelopes containing small quantities of that article.

In the interests of its subscribers and news paper publishers generally the *Chestertown* (Md.) *Reform* deems it to be its duty to make public the fact that the Elkhart Carriage and Harness Manufacturing Company, of Elkhart, Ind., refused to sell a \$60 buggy to the editorial we of that journal for \$18.19 cash and \$18.19 worth of advertising.

WOULD BE QUICKLY ANSWERED.

A Georgia correspondent of *PRINTERS' INK* proposes that the following questions be annexed to the public school examinations:

1. Who makes "\$3.00 shoes?"
2. What do "children cry for?"
3. What is "absolutely pure?"
4. What do "Millions now use?"

ADVERTISE RIGHT ALONG.

When trade is flush, and with a rush
Large orders to you come,
"You'll find it wise to advertise,"
And keep things on the "hum."

When trade is poor don't close the door;
The rule is still the same:
"You'll find it wise to advertise,"
And thereby win fresh fame.

Indeed 'tis true whate'er you do,
This is the safest plan,
"You'll find it wise to advertise,"
For then you lead the van.

—*Henry Morrill Warren*.

YOU MIGHT TRY.

NEW YORK CITY, Aug. 28, 1894.

Editor of *PRINTERS' INK*:

If I lost my head or temper, do you think I could recover it through the medium of the want columns of the *Whirl*?

H. FRANK WINCHESTER.

YELLOW METAL GENTS.

NEW YORK, Aug. 24, 1894.

Editor of *PRINTERS' INK*:

This gem is from the Wanamaker store advertisement of August 24th, in the *Philadelphia Times*:

FINE GOLD GENTS' LINKS.

Oh, shades of Powers! Oh, wow!

R. W. JENNINGS.

TRY A TURKISH TOWEL.

"THE BALTIMORE TELEGRAM."

James Young, Publisher.

BALTIMORE, Aug. 23, 1894.

Editor of *PRINTERS' INK*:

In *PRINTERS' INK* you say, "If you have a question to ask write to us." We avail ourselves of this opportunity to ask what do you think is the best means of increasing our circulation?

JAMES YOUNG.
Per M. P.

KINDLY PRAISE AND GENTLE CRITICISM.

"SYRACUSE COURIER."

BALDWINVILLE, N. Y., Aug. 23, 1894.

Editor of *PRINTERS' INK*:

I would like to ask through your columns, if Chas. K. Hammett's ad on page 293 is not likely to be more profitable than either the one on page 302 or that on page 303. I think the latter are very displeasing to the eye, while the first is very artistic.

F. HOWARD.

HOW ST. LOUIS ADVERTISERS WASTE MONEY.

"ST. LOUIS CHESSE AND CLUB WEEKLY,"
St. Louis, August 21, 1894.

Editor of *PRINTERS' INK*:

It is certainly true that advertisers are prone to rush blindly with the crowd. Just now the fad of our local advertisers is "painted bill-boards." Let me cite a case of impulse rather than judgment. While walking down Washington avenue recently, I saw a huge bill-board, painted on which was the name of a small local druggist whose shop was

fully two miles away. The question occurred to me: "How came this tradesman, whose trade is confined to his immediate neighborhood, to contract for this giant ad?" It was to me clearly a case of "Advertise in haste and repent at leisure." Would not careful advertising in a local paper (the cost would be a fraction of the other), or at worst, a few thousand circulars and small boys to distribute them in his immediate neighborhood, be more profitable? A favorite idea of the bill-board people is the reproduction of celebrated paintings, lettered around, of course, with the customer's advertisement. A painting much used by local artists is "The Three Fates." There is one shockingly bad copy (heroic size) on Locust street, just below 13th. I pass there several times a day and often smile at the artist's effort. After passing it about 500 times, I became curious to know whose ad it was. With this object in view, I examined it closely and found it was a cigar-dealer's sign. I am convinced that not one out of a hundred casual observers could tell what the ad referred to. So much for the celebrated-painting-reproduced brand of advertising.

G. D. BUCK,
Editor *Chess and Club Weekly*.

IT PUTS A GIRDLE ROUND THE EARTH.

CHARLES AUSTIN BATES,
Vanderbilt Building,
NEW YORK, August 24th, 1894.

Editor of PRINTERS' INK:

It may not be remarkable for advertisers in PRINTERS' INK to receive responses from various parts of the earth, but I am somewhat surprised by to-day's mail, which brings me an order from Manchester, Eng., from Queensland, Australia, from Montreal, Can., and from Madras, India. All these orders result from my advertisements in PRINTERS' INK.

CHARLES AUSTIN BATES.

WORDS TO CONJURE WITH.

"THE PRESS REVIEW."
PAYNE, O., Aug. 24, 1894.

Editor of PRINTERS' INK:

If this would not make a run on Coats & Co.'s, "cheapness" and "coolness" are not words to conjure with, even in Democratic times and dog days.

FOR WORKINGMEN.

Summer garments cheap as a politician's promises, and cool as a rich relation, at Coats & Co.'s.

Respectfully yours,

J. W. SHERER.

IT DRAWS ATTENTION.

"DAILY AND WEEKLY NEWS."
PROVIDENCE, R. I., Aug. 25, 1894.

Editor of PRINTERS' INK:

Appended copy of a card in a big dry goods store window has, to the minds of the flippant youth of the town, been a "curio of advertising," productive of possibly unwarranted merriment.

DRAWERS,
(TO CLOSE),
25c.

Of course, the display was muslin underwear, and not ballbriggan.

CHARLES H. HOWLAND.

TWO IOWA SCHEMES.

DES MOINES, Ia., Aug. 16, 1894.

Editor of PRINTERS' INK:

Mr. Charles L. Kahler, a large local shoe dealer, recently leased the dash-boards on all the electric cars of the city and had an announcement of an approaching sale at his store painted on them. The scheme was a big success and hundreds of people crowded his store.

Mr. L. Trepanier, a local dry goods man, has a model of a huge, old-fashioned wind-mill in his show window, constructed entirely of towels and napkins. It is driven by means of a small motor.

J. A. C.

HOOSIER INDOREMENCE.

NEW ALBANY, Ind., Aug. 27, 1894.

Editor of PRINTERS' INK:

No person who is in the least interested in advertising should be without your valuable paper. I read every copy from front to back, and then vice versa for fear I have overlooked some of the "good things." When I am through with it there are generally from two to half a dozen that desire to borrow it. One advertisement in PRINTERS' INK, viz., *Park's Floral Magazine* (that I know of), will secure some business from here, and there is a possibility that the *Silver Cross*, whose ad appeared last week, will also get some.

CHAS. E. DANIEL.

NEEDED A DIAGRAM.

Office of "GAZETTE and BULLETIN,"
Daily and Semi-Weekly,
WILLIAMSPORT, Pa., Aug. 23, 1894.

Editor of PRINTERS' INK:

In one of our local dailies, the *Times*, there lately appeared the following ad, which is interesting both on account of its refreshing candor and the mental effort required to ascertain the connection.

WRECK OF THE WILD WAVES.

'Twas at the sea he did begin,
Her radiant charms to doubt;
He gazed on her as she went in,
And then as she went out,

And wondered if she knew of the corset sale
at the Progressive Dry Goods Co.

G. ARTHUR SEAMAN.

HIGHLY APPRECIATES PUBLICITY.

One of the most striking sides of M. Zola's character is his sense of the value of an advertisement. The Pope having denounced the book on Lourdes in a letter to Mgr. Ricard, the novelist at once announced that his next novel would be entitled "Rome."—*N. Y. Evening Sun*.

DIVERSION IN THE SHOW CASES.

"When I get tired of looking at weary and business-bedecked men," said a New Yorker, "I like to stop and examine the show cases of the photographers. They are filled with gracious women and pretty children. I never have looked at such a show case in any part of the town without finding some attractive faces, and I never see such a case without stopping to look. It is an excellent way to know the types of various local regions, and it is a most interesting and amusing diversion."—*New York Sun*.

WHAT'S HIS NAME?

One of the most successful magazine writers in the country makes \$10,000 a year. But he only writes advertisements for a popular brand of shaving soap.—*Brooklyn Citizen*.

A SENSIBLE CHANGE.

A variation from "tonsorial artist," and that sort of thing, are the simple and expressive signs, "Expert shaving," and "Expert hair cutting," which appear in the windows of an up-town barber shop lately opened.—*New York Sun*.

MORE TAFFY.

There is no brighter or better edited publication received at this office than PRINTERS' INK. No true business man who wants his business to gain can afford to be without it. It will give him advice culled from the whole world.—*Holyoke (Mass.) Free Press*.

A PROPOSITION REVIEWER.

Members of the Michigan Publishers' Association will do the *Bulletin* and its subscribers a favor, and will greatly extend its usefulness, by sending all questionable propositions from advertisers to this paper for review.—*The Bulletin, Madison, Mich.*

HAS PASSED ITS INFANCY.

On the walls of Pompeii are advertisements which are shown to tourists to-day. There are marks in the Catacombs that have been there 2,000 years, showing inscriptions of records of business, which prove that advertising is nothing new.—*Shoe and Leather Recorder*.

STRADIVARIUS MUST ADVERTISE.

Violinist (to publisher of journal for art and literature)—I told your reporter that the violin on which I played was a genuine Stradivarius, and one of the very best in existence. Why did you cut that out of the report?

Publisher—That's all right. If Mr. Stradivarius wants to get puffed up in our paper, he must advertise with us, that's all there is about it.—*Scottish Reformer, Glasgow*.

CASH PREFERRED TO COURTESIES.

We received a very flattering proposition this week to advertise a neighboring fair and accept the "usual courtesies" as pay. The "usual courtesies" won't pay running expenses, etc., and if the management wants the fair advertised in this sheet they will have to come down with the cash. We have quit giving \$5 worth of space for two twenty-five cent tickets.—*Ambia (Ind.) News*.

BOILER PLATE PRAISE.

Last week somebody sent a box of plate matter to the office of the *Sentinel* and forgot to pay the express charges. The stuff appeared to be a grand, eloquent eulogy upon the present State officers on account of the manner in which they performed their duties during the past four years. Well, we praise no public officer for doing his duty, but we censure him if he doesn't do it, and we do not now propose to lumber our columns with manufactured adulations for either. If we praise a party or a man, we propose to do it in our own fashion, and after our own manner, but we shall not make the *Sentinel* the vehicle of spreading the golden opinions of others, especially when we know some of the matters to be untrue.—*Catholic Sentinel*.

A STERLING LOCAL PATRIOT.

The editor of the *Oval, Pa., Ledger* is very anxious to have a trolley road in his town, and announces that "if there is any printing or advertising to be done the *Ledger* will do it free of charge."—*Brooklyn Citizen*.

FREE ADVERTISING FOR POLITICIANS.

There are too many editors of country newspapers who will give some prominent politician a column write-up free, then want to charge a home merchant ten dollars for the same space in his paper.—*Windsor (Mo.) Review*.

WE SHOULD THINK HE HAS.

The man who creates an advertisement attractive enough to excite newspaper comment, and moreover to receive extended comment and a gratuitous reproduction in two of the leading foreign papers, has accomplished something very much out of the ordinary.—*Shoe and Leather Recorder*.

BEHIND THE TIMES.

It is all right for the *Hobo* to try to make a good showing of advertising, but when to make that showing it runs in an advertisement dated June 7 to 9 at this period of the reign of the dog star, it looks very much as if the editorial management had broken into the business department.—*Minneapolis Times, Aug. 23*.

TRIED THE WRONG MAN.

We acknowledge the receipt of a complimentary ticket to the Oregon State Fair, to be held at Salem next month. At the same time we received copy for about \$5 worth of free notices. We have no use for either. Salem is more kinds of swine at once than any other town in the State.—*Dallas (Ore.) Weekly Chronicle*.

AN ENTERPRISING BUTCHER.

"Speaking of enterprise," said Mr. Bugleby, "I knew a man once, a butcher, whose store was burned out late one night, who hired a store across the way before the fire was out and got his advertisement into the next morning's papers: 'New store—new goods; full line of freshly cooked meats.' Sort of a hustler, hey?"—*New York Sun*.

HE WROTE HIS OWN AD.

A worthy blacksmith in Maine gave directions for and had the following sign placed over the door of his shop:

HORSE SHUEING.

He was unmercifully gayed by every stage-load of passengers who passed his door. At last this thing became too warm for the old man; so he went to the village painter and had the sign painted on the other side, thus:

HORSE SHEWING.

In about an hour after the new sign was up a noisy crowd on the Phillips and Rangeley stage were shouting before the door, "Say, old fellow, what can you show us for horses to-day? We want 'em buy." The old man declared they were "bound to make fun of his sign anyway," and took it down altogether.—*Boston Transcript*.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for Bsts. E. T. PARKER, Bethlehem, Pa.

SWISS People in U. S. (300,000) reached only by one paper. Circulation proved over 15,000. AM. SCHWEIZER ZEITUNG, 116 Fulton St., N. Y.

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples, ALVORD & CO., DETROIT, MICH.

Arthur's and Peterson's.

\$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.

MENTION THIS PAPER WHEN YOU WRITE.

WIRE RACKS

For holding Papers, Letter Files, Letter Books, Circulars, Printed Matter, Anything. Clean, Light, Strong, Handsome, Portable. In use all over United States. Send for Catalogue and testimonials.

POPE RACK COMPANY
ST. LOUIS, MO.

TWO NEWSPAPERS THAT COVER KANSAS AND

PAY DIVIDENDS TO THEIR ADVERTISERS.

The Topeka Daily Capital,
TOPEKA, KANSAS.

State Record established.....1859
Commonwealth established.....1869
Capital established.....1879
(CONSOLIDATED 1889.)

The only morning paper published at Topeka.
The largest daily circulation in Kansas.

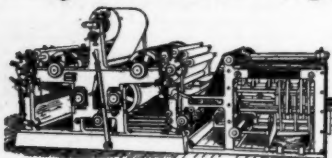
The Kansas Weekly Capital
AND Farm Journal,
TOPEKA, KANSAS.

The leading farm and family newspaper of Kansas.

Reaches 1,000 Post Offices and every county in the State.

Is read by the best class of farmers.

For Advertising Rates, address **THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.**

Any Live Newspaper Man : : :

THE NEW MODEL."

CAMPBELL PRINTING PRESS AND MFG. CO.,

334 Dearborn Street, Chicago.

1 Madison Avenue, New York.

Can see the advantage of having a WEB PRESS with a capacity of 10,000 to 12,000 4 or 8-page papers per hour, rather than one with a capacity of only 8 or 9,000.

IAGO said, "Put money in thy purse."
Wonder if he was not advising an advertiser to use

THE TROY PRESS?

Send for reasons why **you** should use it?

New York Office, 11 Tribune Building.

Dayton, Ohio, Morning Times Evening News

Combined Daily Circulation

14,000

**Are you looking for results
from your advertising - - ?**

DAYTON, OHIO,
The Huffman Publishing Co., City.

GENTLEMEN—Three months' advertising in **The Evening News** brought greater returns than all the other Dayton Dailies combined, for twice that period. It seems to reach the "buying masses."

EMPRESS JOSEPHINE TOILET CO.

**The above letter is proof of the value of
the NEWS as an Advertising Medium.**

For further information address home office or

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

VALUABLE INFORMATION FOR YOU

You want to know where to place your advertising to get the best paying returns. An advertiser writes us that

"Vickery & Hill List

is head and shoulders above all other publications of its class." What more do you wish? It pays.

1,500,000 Copies

per month, guaranteed and proved circulation. Largest in the world.

Rates, or any other information, furnished by the HOME OFFICE, Augusta, Maine,

Or by C. E. ELLIS, 517 Temple Court.

Special Representative, New York City.

Ohio State Journal.

Established
1811.

**Leading Newspaper
Of Central Ohio.**

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 100,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and South-eastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,
Columbus, Ohio.

THE Toledo Blade, Toledo, Ohio.

THE DAILY EDITION

is indispensable to advertisers who desire to cover Toledo and Northwestern Ohio. It has a larger circulation than any other Toledo newspaper.

THE WEEKLY EDITION

has a national circulation of 129,000.

For advertising rates in either edition address

THE BLADE,
Toledo, Ohio.

N. Y. OFFICE :
33 TRIBUNE BUILDING.

Time Is Coming

soon when you will make your lists for

Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

You lack good JUDGMENT and EXPERIENCE if you leave

The National Tribune

off your list.

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

THE NATIONAL TRIBUNE,
Washington, D. C.

Branch Office: 66 World Building.
BYRON ANDREWS, Manager.

TO WHOM

IT MAY CONCERN.

CAN _____

WRITE ADS

moderately well,

ARRANGE DISPLAY

with effect,

SELECT MEDIUMS

with discretion,

ANALYZE VALUES

with success,

BUY ADVERTISING

with economy,

SAVE MY CHARGES

in discounts,

— **SERVE U**

WITH SATISFACTION.

CHARLES K. HAMMITT,

ANYTHING IN
ADVERTISING.

231 BROADWAY,
NEW YORK.

The HOUSEKEEPER,

MINNEAPOLIS, MINN.

PUBLISHED SEMI-MONTHLY.

CIRCULATION,

123,000

Testimonial Number Four.

"HOUSEKEEPER."

Minneapolis, Minn.

GENTLEMEN: We have never thought we could run our business without being known to your readers. The HOUSEKEEPER is one of ten periodicals that we feel we cannot do without.

ALICE B. STOCKHAM & Co.,
Chicago,
Publishers "Tokology."

PAYS ADVERTISERS.

FOR SAMPLE COPIES AND RATES, APPLY TO
THE PUBLISHERS,

Or to C. E. ELLIS, Special Representative,
517 Temple Court, New York City.

WHEELING ~ ~ NEWS.

DAILY.
SUNDAY.
WEEKLY.

The Best Medium for Reaching
Wheeling and Vicinity.

THE NEWS is the progressive
paper of West Virginia.

Uses type-setting machines and
other modern aids in producing a
really first-class paper.

LARGEST CIRCULATION IN W. VA.
"TWICE AS LARGE AS ANY OTHER"
WHEELING DAILY.

C. E. ELLIS, Manager Foreign Advertising,
517 Temple Court, New York City.



VOLUME 6 NO. 11 (NINTH)
PRICE 25 CENTS PER YEAR

SEPTEMBER 1894

PUBLISHED BY
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE.

Copyright, 1894, by The Gannett & Morse Concern.

\$5 A LINE BUT IT PAYS.

That's Comfort.

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

CALIFORNIA

is the greatest fruit-growing section in the world. If you want to grow fruit, go where the conditions for its growth are the most favorable. The great

Fruit Growing Center

is San Jose, in Santa Clara County, widely known as the Garden Spot of the State.

Farmers there tilling but ten acres not only make a living, but put money in the bank.

The leading and most largely circulated newspaper in this great fruit-growing district, the one in which it pays to advertise, is the

San Jose Daily Mercury.

Sample copies of Daily or Weekly MERCURY sent upon application.

3 SPECIAL POINTS

which make the

Saturday Telegram

MANCHESTER, N. H.,

particularly valuable to advertisers.

PROVED CIRCULATION.

LOW RATES.

PAYING RETURNS.

THE TELEGRAM is carrying large advertisements of leading firms. It pays them, and will pay you. Try it.

THE TELEGRAM has the largest circulation of any paper in New Hampshire, and, with one exception, the largest circulation of any weekly paper in New England.

PROVED CIRCULATION

FOR 13 WEEKS:

804,375 COPIES.

For rates, etc., address

NEW YORK OFFICE:

517 TEMPLE COURT,

C. E. ELLIS, MANAGER.

MISSOURI ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

The Chronicle

**GUARANTEES TO
ADVERTISERS:**

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

THIRD—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

Circulation, 75,000 Daily.

E. T. PERRY,

Manager Foreign Advertising Department,
53 Tribune Building, New York.

There are **5,000,000 People**

In the District Tributary to

PITTSBURGH.

You Cannot

Advertise This Vast Region

Without Using

The PITTSBURGH POST.

THE POST is the Only Democratic Daily in Pittsburgh
and the Only Democratic Paper in Western Penn-
sylvania Issued Every Day in the Year.

Detailed Statement of Circulation, July, 1894.

DATE DAILY.

July 2	34,982
" 3	35,212
" 4	35,610
" 5	35,224
" 6	35,266
" 7	36,050
" 8	36,456
" 9	40,214
" 10	40,762
" 11	41,112
" 12	40,594
" 13	39,788
" 14	39,622
" 15	39,614
" 16	39,756
" 17	39,156
" 18	39,460
" 19	39,776
" 20	39,576
" 21	38,580
" 22	38,410
" 23	38,470
" 24	42,696
" 25	38,810
" 26	38,478
" 27	38,988
" 28	
" 29	
" 30	
" 31	

Total **1,001,492**

SUNDAY EDITION.

July, 1st week	29,310
" 2d "	28,886
" 3d "	28,914
" 4th "	28,886
" 5th "	26,310

Total..... **127,286**

SEMI-WEEKLY EDITION

July, 1st week	19,480
" 2d "	19,464
" 3d "	19,514
" 4th "	19,574
" 5th "	19,478
" 6th "	19,474
" 7th "	19,494
" 8th "	19,470
" 9th "	19,386

Total..... **175,284**

AVERAGE.

Daily.....	38,515
Sunday.....	25,458
Semi-Weekly.....	19,476

THE POST does not divide its constituency with any other paper. It has a Large Circulation in the Three States of Western Pennsylvania, Eastern Ohio and West Virginia. All the Money Makers in Pittsburgh Advertise in THE POST. They know its value.

New York Office: 85 Tribune Building,

N. M. SHEFFIELD, Agent,

Why

does every advertising agent
counsel the advertiser to use

THE
Indianapolis News?



Because:

- 1 Future orders depend upon the returns derived from present orders.
- 2 No other advertising field in America may be so completely covered or so entirely missed in the using or missing of a single newspaper.



P. S.—Sworn average for the past year to April 1st was \$1.901 for each day. Payment for advertising conditioned on larger bona fide circulation than any other three dailies in Indiana combined.

IF YOU ARE QUICK

about it, there is yet
time to get an ad. in the
Oct. No. and you'll get

450,000 CIRCULATION.

No time is to be lost if
you are
to catch
this
Issue.

**LADIES
WORLD**

**LADIES
WORLD**

**LADIES
WORLD**

RATE:

\$1.75 per
line

\$1.66 $\frac{1}{4}$ on a 3 time order,

1.57 $\frac{1}{2}$ on a 6 time order,

1.48 $\frac{3}{4}$ on a 12 time order.

Less than 4 lines, one l. ex.

S. H. Moore & Co.,
New York.

HAVE YOU SEEN THE
SWORN CIRCULATION
STATEMENT OF THE



Pittsburgh Chronicle Telegraph?

☼ IT SHOWS A NET PAID-
☼ FOR CIRCULATION OF
☼ AN AVERAGE OF - - -

46,570 for the Past Six Months.

C. J. BILLSON,
86 & 87 Tribune Building,
New York.

Weekly Louisville Courier-Journal

200,000 Copies

and no extra charge for advertising.

YOU OUGHT TO KNOW THIS!

That once a month commencing with September 24th, 1894, the Louisville Courier-Journal (Weekly) will issue

200,000 Copies

○ ○ ○ ○

This is **55,000** in addition to its regular subscription list of **145,000**. These large special editions will be issued as follows:

September 24, 1894,	200,000
October 29, 1894,	200,000
November 26, 1894,	200,000
December 31, 1894,	200,000
January 28, 1895,	200,000
February 25, 1895,	200,000

And no advance in rates to advertisers.

The Louisville Courier-Journal

Has been the leading newspaper in the Great South-West for sixty-four years. It is a high-class family newspaper of acknowledged authority and standing, and which is read through and through every week. So generally is this recognized, that no shop, no store, no home in the South-West will be without it. No journal in America covers a richer field, and covers it more thoroughly, than the Courier-Journal.

Advertisements for these Special Editions should be sent in one week in advance of the dates of issue.

Rates, 75 cents per agate line.

No extra charge for these 200,000 Editions.

A. FRANK RICHARDSON,

EASTERN AGENT,

TRIBUNE BUILDING,
NEW YORK.

CHICAGO OFFICE:
317 CHAMBER OF COMMERCE.

"Let Words of Others Tell the Story."

"Presents as good an appearance as the publications of Chicago or St. Louis."—PRINTERS' INK.

"First paper to claim an advertiser's attention."
—PRINTERS' INK.

"THE OREGONIAN FOR OREGON."



**MORNING OREGONIAN,
SUNDAY OREGONIAN,
WEEKLY OREGONIAN.**

"No parallel case in the United States."—E. V. SMALLEY, in *The Century*.

"A single rich and prosperous newspaper, controlling a territory about one thousand miles square."—SMALLEY.

"In all America no single instance."—GEO. P. ROWELL.

"One must look sharp in Portland to see a copy of any other daily paper outside of *The Oregonian* and *Evening Telegram*."—GEO. P. ROWELL.

**THE OREGONIAN PUBLISHING CO.,
PORTLAND, OREGON.**

H. L. PITTOCK, Manager and Treasurer.
H. W. SCOTT, Editor.

**S. C. BECKWITH, EASTERN AGENT,
NEW YORK AND CHICAGO.**

LARGEST CIRCULATION IN THE KEYSTONE STATE

THE PLAIN TRUTH TELLS

OVER 190,000 CIRCULATION EVERY DAY

The Philadelphia ITEM

ALL THE NEWS READ BY ALL CLASSES

J. C. BECKWITH

SOLE AGENT FOREIGN ADVERTISING

48 TRIBUNE BUILDING, 509 THE ROOKERY, NEW YORK, CHICAGO.

***If there is a
Business Man
In the United States***

whose trade is as large and satisfactory as he wants it to be, we wish him joy, and that is about all we can do for HIM.

***But there are Others,
Lots of Others,***

who are not so contentedly situated, and to them we say, We know that we can serve you intelligently, faithfully, profitably, and we can best do it just now.

Let Us Confer Together

and see just what is needed and what can be done.

Twenty-eight years of active and successful practice in the front rank of Newspaper Advertising is at your command without cost.

Those in search of very best service obtainable will do well to consult with us.

CORRESPONDENCE SOLICITED.

○ ○ ○ ○

The Geo. P. Rowell Advertising Co.,

NEWSPAPER
AND MAGAZINE ADVERTISING,

10 SPRUCE STREET, NEW YORK.